

REMARKS

Applicant has carefully reviewed the Office Action dated July 2, 2003. Applicant has amended Claims 1, 2, 10 and 11 to more clearly point out the present inventive concept. Claims 19 and 20 have been canceled.

Claims 1-20 stand rejected under 35 U.S.C. §103(a) as being unpatentable over *O'Kinneide* in view of *Lavin et al.* This rejection is respectfully traversed with respect with the amended claims.

Applicant's present invention concept, as defined by the amended claims, is directed towards the use of a cellular telephone that has a functional mode associated therewith, which functional mode can be activated with the depression of one of the buttons thereon to output control information. When this button is depressed while the cellular telephone is disposed "proximate" a user PC, that user PC utilizes the information transmitted thereto in the form of the control information for the purpose of accessing a predetermined web site. This web site is uniquely associated with the control information, but the control information itself has no routing information contained therein that would uniquely identify the particular location on the network of the remote location. As defined in other than the independent claims, this is provided by an intermediate site having a relational database associated therewith for storing the relationship between the unique code and a particular address or URL of the remote location on the network.

The *O'Kinneide* reference is a reference that provides a cell telephone having buttons associated therewith. Depression of a dedicated button or a sequence of these buttons will result in a change of "mode" on the associated PC. Thereafter, user's instructions can be entered under voice command and, in this functional mode, information can be transmitted over a PSTN to communicate with the recipient. There is very little information as to how this connection is made with the exception of some language in Column 7, beginning at line 61, wherein it is stated that the PC automatically accesses the network in response to connection of the phone thereto and then enters into the voice data interface mode. However, this connection is made without regard as to any

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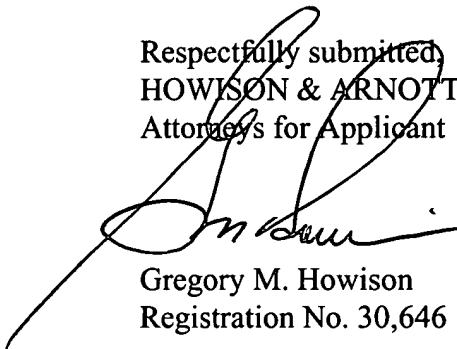
S/N 09/602,034

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information that is transmitted thereto from the phone. Each phone for each key sequence will always result in connection to the same location. There is no association between the location on the network and any information that is transferred to the PC from the telephone. The *Lavin* reference was provided for the purpose of illustrating navigation control. The *Lavin* reference is a system that provides a hot key function that will provide web access over the phone itself. There is no control of the user PC, as this is basically a WAP type of phone. Neither of the phones in *O'Cinniede* or *Lavin* discloses the use of a phone having associated therewith a functional key that is operable to transmit "control information" that is unique to the remote location but has no routing information contained therein. It is the user PC that utilizes this information to then access a particular remote location on the web. As such, Applicant believes that *Lavin* and *O' Cinniede* taken singularly or in combination, do not anticipate or obviate Applicant's present inventive concept as defined by the amended claims. Therefore, Applicant respectfully requests withdrawal of the 35 U.S. C. §103 (a) rejection with respect to the Claims 1-20.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,337 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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November 3, 2003

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